

Message Text

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PAGE 01 WELLIN 05197 160510Z

ACTION COME-00

INFO OCT-01 EA-12 ISO-00 EB-08 USIA-15 /036 W

-----006892 160517Z /12

P 160403Z NOV 77

FM AMEMBASSY WELLINGTON

TO SECSTATE WASHDC PRIORITY 4396

INFO AMEMBASSY CANBERRA

AMCONSUL BRISBANE

AMEMBASSY PORT MORESBY

AMCONSUL SYDNEY

AMCONSUL AUCKLAND POUCH

UNCLAS WELLINGTON 05197

FOR COMMERCE

FOR EA/ANP AMBASSADOR SELDEN

EO 11652: N/A

TAGS: BEXP NZ

SUBJECT: PROPOSED FY 1979 PROMOTION EVENT SCHEDULED FOR
AUSTRALASIA

REF: (A) STATE 271911 (B) STATE 271948

1. REFTELS RECEIVED NOVEMBER 15. FOLLOWING IS JOINT
REPLY FROM AMEMBASSY WELLINGTON AND AMCONSUL AUCKLAND.
ASSUME YOUR NOVEMBER 7 DEADLINE IS IN ERROR AS MESSAGE
ONLY SENT FROM WASHINGTON NOVEMBER 12.

2. DEEPLY REGRET THAT THE PROPOSED SCHEDULE FOR FY 1979
PROVIDES ONLY ONE PROMOTION EVENT FOR NEW ZEALAND DURING
THE ENTIRE YEAR AND ONE ABOUT WHICH WE HAVE SOME DOUBTS
AT THAT. WE WOULD REQUEST THAT COMMERCE RECONSIDER ITS
PLANS AND PROVIDE US WITH A FULLER PROGRAM.

3. THE HOTEL MOTEL TRADE MISSION AND THE FISHEXPO AT
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PERTH ARE THE ONLY EVENTS ON THE PROPOSED SCHEDULE IN
WHICH WE DO NOT HAVE SOME INTEREST HERE.

4. WE WOULD LIKE TO REPEAT THE MINI TRADE MISSION EXERCISE
CONDUCTED AS AN OFFSHOOT OF SYDNEY'S RECENT SECURITY AND
SAFETY EQUIPMENT SHOW WITH THE TELECOMMUNICATIONS, PLASTICS
AND RUBBER, COMPUTER AND AUTOMOTIVE EVENTS SCHEDULED FOR

THE IMC AND WITH THE AIEE OFFSITE. WE BELIEVE THE TELECOMMUNICATIONS EXERCISE SHOULD BE HELD FOR TWO DAYS IN WELLINGTON EN ROUTE TO OR FROM SYDNEY AND THE OTHER EVENTS FOR TWO DAYS EACH IN AUCKLAND.

5. WE WOULD LIKE TO SEE BOTH THE FOOD PROCESSING VTR/ CATALOG SHOW AND THE FISHING EQUIPMENT CATALOG SHOW COME TO NEW ZEALAND. WE WOULD ENVISAGE FOOD PROCESSING BEING PRESENTED IN AUCKLAND, WELLINGTON AND CHRISTCHURCH FOR TWO DAYS EACH AND THE FISHING EQUIPMENT SHOW IN WELLINGTON FOR TWO DAYS. THESE EVENTS ARE IDEAL FOR THE SIZE OF THE MARKET HERE AND WOULD PERMIT US TO EXPLOIT THE MANY OPPORTUNITIES FLOWING FROM NEW ZEALAND'S EFFORTS TO DERIVE ADDITIONAL EXPORT REVENUES FROM THE FOOD AND FISHING SECTORS.

6. IF THE TIMBER INDUSTRY MACHINERY MISSION IS TO CONCENTRATE SOLELY ON EQUIPMENT FOR USE IN THE FORESTS THEMSELVES IT SHOULD BE POINTED OUT THAT THERE ARE ONLY A FEW MAJOR COMPANIES INVOLVED IN NEW ZEALAND. IF THE THEME INCLUDES EQUIPMENT FOR PROCESSING INTO PULP, PAPER, SAWN TIMBER AND OTHER FINISHED OR SEMI-FINISHED PRODUCTS THEN INTEREST HERE WILL RUN MUCH HIGHER AND WE EXPECT TO BE ABLE TO DO A VERY GOOD JOB FOR THE MISSION. EITHER WAY, WE SEE LITTLE VALUE IN HAVING THE GROUP VISIT TAUPŌ; ONE TWO-DAY STOP IN AUCKLAND WILL SUFFICE.

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7. FOR SUPPLIERS OF A WIDE RANGE OF INDUSTRIAL MACHINERY AND EQUIPMENT AND HIGH-TECHNOLOGY EQUIPMENT, NEW ZEALAND CONTINUES TO OFFER GOOD MARKETING OPPORTUNITIES. IT WOULD BE A MISTAKE NOT TO CHANNEL EVENTS SUCH AS THOSE MENTIONED IN PARAS 4 THROUGH 6 TO THIS COUNTRY AND WE STRONGLY URGE COMMERCE TO CONSIDER SUBSTANTIALLY STRENGTHENING ITS PROMOTION EVENT PLANS FOR NEW ZEALAND.
HEALY

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